



December 21, 2025

Hello to the Wisconsin Hereford Association!

Enclosed you will find the WHA Annual Mailing:

- 2025 WHA Membership Form
- 2025 WHA Annual Meeting Announcement
- 2025 WHA Annual Meeting Agenda
- 2024 WHA Annual Meeting Minutes
- 2025 District Election Ballots
- 2025 Annual Mailing payment Form
- 2025 Annual Meeting Food Pantry Collection & Bake Sale/ Silent Auction Information

Items to be completed and returned are:

- 2025 WHA Membership Form
- 2025 District Election Ballots
- 2025 Annual Mailing payment form

Please mail the above three items by January 18, 2025, to ensure that the election ballot will arrive to the Secretary, before the WHA Annual Meeting (January 25). Otherwise, please bring the items to the WHA Annual Meeting. Or, you could scan the above three items and email to secretarywihereford@gmail.com, and mail payment to the address below.

Mailing & Payment Address:

Lisa Davis, Secretary
Wisconsin Hereford Association
P. O. Box 232
Plain, WI 53577

Any questions please email secretarywihereford@gmail.com, or call Lisa Davis at 608-697-9633.

The Wisconsin Hereford Association wishes to thank the following WHA Annual Meeting Sponsors for their support of the WHA, the Hereford Cattle Breed, and Wisconsin's Beef Industry:

Gold Sponsors:



Silver Sponsors:



Bronze Sponsors:

Festival Foods

Cake Sponsors:

Starck Century Farm

Neptune Enterprises

Hillside Oaks Farm

2025 Wisconsin Hereford Association Membership Form

\$50 Yearly Membership Dues

(includes free listing in WHA Website Member Directory & printed WHA Directory; The Wisconsin Review subscription, & free listings in The Wisconsin Review Market-Place)

Farm or Ranch Name _____

Owner's Name _____

Address _____

City, State, Zip _____

Phone _____ Cell _____

Email _____

Farm Website (if available) _____

Farm Facebook Page (if available) _____

Herd Information _____

For \$50/year membership dues, please make check payable to
"Wisconsin Hereford Association".

Return Completed Membership Form, and Dues Check to:
Lisa Davis, WHA Secretary
P.O. Box 232
Plain, WI 53577

Questions? Please email WHA Secretary at secretarywihereford@gmail.com.
Thanks!

2025 WHA Annual Meeting Announcement & Notice

Date: Saturday, January 25, 2025

Place: The Lodge at Mauston

Address: 104 Lodge Lane, Mauston WI, 53948

Schedule:

- Educational Program: 10 a.m.
- Networking & Social Time: 11 a.m.
- Luncheon: 12 p.m.
- Meeting: 12:30 p.m.

All WHA Members are welcome to attend the Annual Meeting. Please join the WHA for an educational program, social time, and luncheon, followed by the Annual Meeting. If your schedule for the day doesn't permit you to join for the morning program or meal, please feel free to still attend the meeting at approximately 12:30 pm. At the Annual Meeting, the year 2024 will be reviewed through WHA organization and committee reports. Information will be presented for upcoming WHA events in 2025.

The WHA's Annual meeting educational program begins at 10 am. Dr. Amy Radunz, Purina Animal Nutrition, will make a presentation on the topic "Adding Value in the Cowherd at a time of Historically Low National Cattle Inventory." This will be a very interesting presentation and will help apply beneficial management strategies in the current market. The presentation will be followed by discussion, networking and social time. In addition, the WHA will host a Bake Sale, Silent Auction and Food Pantry Collection, on the Annual Meeting day. It will be an educational and fun day of networking with fellow Hereford Enthusiasts, while supporting the WHA and the local community!

WHA Annual Mailing Update: The details of the WHA Annual Meeting day activities, including meeting notice, luncheon, RSVP, meeting agenda, district election ballots, and minutes of the previous year's Annual Meeting have traditionally been printed and postal mailed to the WHA Membership in the WHA Annual Mailing packet, prior to the Annual meeting. Due to rising postage and printing costs, the 2025 WHA Annual Meeting Announcement was printed in the August 2024 The Wisconsin Review magazine, and served as notification of the meeting to the WHA Membership. The 2025 Annual Mailing will be available electronically on the WHA Website Calendar page in December 2024, but will not be postal mailed, to save on printing and postage costs. If you wish to have a paper copy of the packet mailed, please contact Lisa Davis, WHA Secretary, at secretarywihereford@gmail.com or by phone at 608-697-9633.

2025 District Election Results will be announced at the Annual Meeting. WHA By-law 3, section 3, was amended at the 2024 Annual Meeting to allow voting by electronic methods. Voting for 2025 District Elections will occur via print and electronic means: mailing printed copies of the ballots back to the Secretary, bringing printed copies to the Annual Meeting, or emailing the ballot back to the Secretary. Members may request a paper ballot for District Election voting if they wish. To request a paper ballot (and Annual Mailing), please contact Lisa Davis, WHA Secretary, at secretarywihereford@gmail.com or by phone at 608-697-9633. Again, ballots may be returned by mail, brought to the WHA Annual Meeting, or returned electronically. For a complete copy of the WHA Bylaws, please visit the WHA Website Officers & Directors Page, and click on the "Bylaws" button.

Hope to see you at the WHA Annual Meeting on January 25, 2025!



Please join the WHA for an educational program at 10 am on Saturday, January 25, 2025 at The Lodge at Mauston:

“Adding Value in the Cowherd at a Time of Historically Low National Cattle Inventory”

Presented by: Dr. Amy Radunz, Purina Animal Nutrition

This presentation will focus on beneficial management strategies for the cow-calf herd to maximize profitability in the current beef market.

The presentation will be followed by discussion, networking, and social time at 11 am.

There is no cost to attend the presentation. Please join the WHA for this educational opportunity!

Please RSVP for the educational program by January 10, by sending an email to secretarywihereford@gmail.com or call Lisa Davis 608-697-9633.

Sponsored by:



WHA Annual Meeting Agenda - Saturday, January 25, 2024

The Lodge at Mauston, Mauston, WI

7:30 a.m. Wisconsin Hereford Royalty Breakfast

8:00 a.m. WJHA Scholarship Interviews

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10:00 a.m. Educational Presentation: "Adding Value in the Cowherd at a Time of Historically Low National Cattle Inventory," by Dr. Amy Radunz, Purina Animal Nutrition. Sponsored by Allied Cooperative.

10:00 a.m. WJHA Annual Meeting

11:00 a.m. WHA Social Gathering: Networking, Bake Sale, Silent Auction

12:00 p.m. Luncheon

12:30 p.m. WHA Annual Meeting

WHA ANNUAL MEETING AGENDA

1. Call WHA meeting to order 12:30 p.m.
2. Invocation
3. AHA Update: Corbin Cowles
4. Secretary's Report: Lisa Davis
5. Financial Report
6. Audit Report: Steve Merry
7. Budget Report
8. Naming of WHA Royalty for 2025: Kelly Oleson/ Nicky Folkman
9. WJHA Report: WJHA President/ BJ Jones
10. Committee Reports
 - a. Wisconsin Review Report: Steve Merry
 - i. Auction of prime advertising pages
 - b. 2025 State Sale: Melissa Berggren
 - c. Advertising/ Promotions: Rick Starck
 - d. Communications: Kelly Oleson
 - e. County Youth Awards: Jim Wiechert
 - f. 2024 State Fair Jackpot Show: Kermit Rhiner
 - g. 2024-2025 Hereford Based Feeder Calf Marketing Opportunities: Katrina Edge
 - h. 2024 World Beef Expo: Jamie Kent
 - i. Wisconsin Cattlemen's Association update
 - j. WHA Summer Tour
 - i. 2024 (Southwest District): Caleb Ahrens
 - ii. 2025 (Northwest District): Liz Johnson
11. Old Business
12. New Business
13. Recognizing of retiring Directors
14. Announcement of new Directors
15. Adjournment of meeting
16. Reorganizational Board Meeting - All current and new Directors

WHA Annual Meeting Minutes - Saturday, January 20, 2024

The Lodge at Mauston, Mauston, WI

The 2024 WHA Annual Meeting was called to order at 12:30 pm by President Rick Starck. The invocation was given by Doug Schulz. Steve Folkman presented the 2024 WHA Hall of Fame award to the Kevin Bennett Family, SandRock Ranch Herefords. Steve highlighted the Bennett's commitment to optimal carcass characteristics and cattle quality over the years in both their registered and commercial herds. The AHA update was presented by Shane Bedwell, with a question-and-answer session over Zoom, about the new Delayed Blindness (DB) genetic defect. Information was provided on the background of the defect, testing process, and future direction.

The Secretary's report of minutes from the 2023 Annual Meeting was read by Lisa Davis. The Financial Report was given by Dan Coulthard, of Compeer Financial. Steve Merry provided the Audit report, indicating that the detail of financial records for the year 2023 were acceptable to the Audit Committee. The Secretary, Financial, and Audit reports were voted upon and approved. Rick Starck presented the proposed 2024 WHA Budget, which was voted upon and approved.

The Wisconsin Hereford Royalty for 2023 were recognized for their time commitment and service to Hereford Events by Kelly Oleson and the Royalty Committee. The 2024 Wisconsin Hereford Royalty were named. Marie Prodell, 2023 Wisconsin Hereford Queen and 2024 National Hereford Queen, gave her Farewell Speech and crowned Madison Kegley as the 2024 Wisconsin Hereford Queen. 2024 Royalty Princesses are Allison Bartlett and Elayna Aue, and Sweethearts will be Amari Edge, and Charlie Kent. The Royalty Committee wishes to recognize and thank everyone that has contributed to the Wisconsin Queen HYFA Fund which will provide funding for the Wisconsin Hereford Royalty program in the future. C & L Hereford Ranch and Oleson Family Farm were recognized for their donation of heifers to be sold at the Cattlemen's Congress National Sale, to benefit the Wisconsin Queen HYFA fund.

The WJHA Report was provided by BJ Jones and 2024 WJHA President Hannah Oleson. Scholarship winners were named: Jordan Lamb, Morgan Firlus, Hannah Oleson, and Madison Kegley. The WJHA is very grateful to the Graber Family for providing the 2024 Donation Heifer, to be sold at the Spring Sale. The WJHA had a successful Faces of Leadership of Wisconsin (FOLOW) conference in Fall 2023 based at UW River Falls, and wishes to thank Larson Hereford Farm and Windy Hills Herefords for hosting farm tours for the FOLOW Conference.

Steve Folkman provided a report on The Wisconsin Review. Printing and postage costs have greatly increased, and as a result, The Wisconsin Review will be published two times in 2024. The contract ad period for 2-ad contracts will be August 2024, and February 2025. Steve presented the new 2024 advertising rates, and the "Prime Pages" were auctioned by Jerry Huth. The WHA wishes to thank everyone for their support of the Wisconsin Review magazine.

Melissa Berggren reported on the upcoming 2024 WHA Spring Sale, March 2, at Fennimore Livestock, Fennimore, WI. There are 51 catalogued lots, and 4 embryo packages offered. The catalog is going to print next week. The WHA hopes to see everyone at the Spring Sale on March 2.

The Advertising Committee report was provided by Rick Starck, summarizing the Education and Outreach activities of the year 2023. The WHA participated in trade shows (Driftless, Grass Works, WPS Farm Show, and WI Farm Technology Days) in 2023. Also in 2023, four member farms were featured in articles in the Agri-View newspaper, providing additional publicity for Herefords in Wisconsin. Banner ads are available on the WHA Website for purchase to promote member farms. In 2024, the WHA will exhibit at the WPS Farm Show and WI Farm Technology Days.

The Communications Report was provided by Fred Larson. The WHA website continues to be an internal and external communication tool for the WHA. Lisa Davis provided a brief report of the year 2023 WHA Website analytics.

Jim Wiechert provided an update on the County Youth Awards Program. Approximately 50 scotch combs in gift boxes were mailed to top Hereford Showmanship exhibitors at Wisconsin County Fairs in 2023. There are enough scotch combs to last through 2024 and then new inventory will need to be purchased. Please stop by and see the display of photos from the 2023 winners. The State Fair report was provided by Kermit Rhiner. Thirteen steers were shown in the

2023 WHA Jackpot Steer class. The 2023 WHA Jackpot Steer Class champion was Ashlynn Norgard, and Tessa Smith was Reserve. Elayna Aue, Ryan Oleson, and Alisha Klemme were 3rd, 4th, and 5th places, respectively.

Katrina Edge reported on Feeder calf marketing opportunities. \$2.90 was the high selling price at the Hereford Feeder Sale at Carthage. Red-hided feeder sales are offered through Equity Livestock and Bloomington Livestock. Tressa Lacy from Wisconsin Cattlemen's Association provided an update on the activities of the WCA. Caleb Ahrens provided information on the 2024 WHA Summer Tour in the Southwest District. The Tour will be August 24, 2024. Host Farms will be Plum River Ranch, CMA Herefords, Wildcat Cattle Company, and SandRock Ranch Herefords. More details will be available in the coming months. The WHA hopes to see everyone at the summer tour!

By-Law updates were presented by President Rick Starck. Proposed updates were: By-Law III, Section 3, and By-Law IV, Section 1 (a)(b): Option to offer members either paper, or electronic annual mailing and voting options in the future; District Representation of 2 Directors per District & 4 Statewide Directors at Large. By-Law updates were discussed, voted on, and approved.

Retiring Directors were recognized and thanked for their service. Retiring directors were Doug Schulz, Steve Folkman, and Fred Larson. New and re-elected Directors welcomed to the 2024 Board are: Katrina Edge, Kim Johnson, Liz Johnson, and Bruce Thorson.

After recognition of the retiring Directors, and naming of the new Directors, the meeting was adjourned.

Re-organizational Board Meeting for the 2024 Board of Directors (following the Annual Meeting):
January 20, 2024 - The Lodge at Mauston

Attending: Rob Ash, Shawn Prodell, Kim Johnson, Jamie Kent, Steve Merry, BJ Jones, Caleb Ahrens, Katrina Edge, Rick Starck, Liz Johnson, Kelly Oleson.

The 2024 Board of Directors elected Rob Ash as President, and Steve Merry as Vice President.

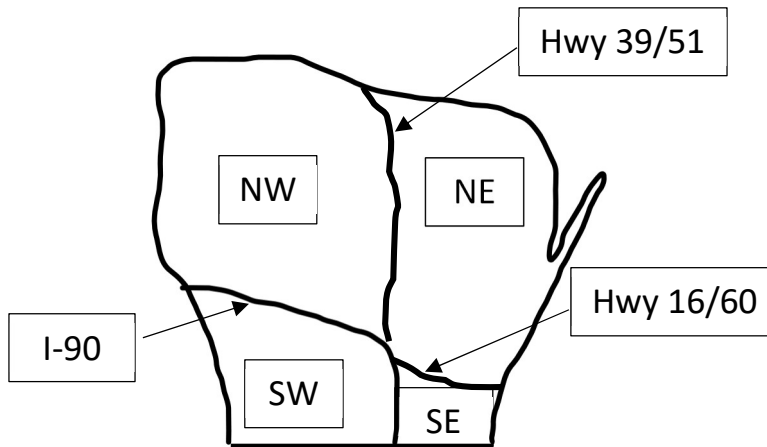
The meeting was adjourned.

2025 Wisconsin Hereford Association Voting Ballot

The Wisconsin Hereford Association is divided into 4 districts — NW, NE, SW, and SE.

The dividing line from east to west is Hwy 39/51.

The dividing line from south to north is I-90 to Hwy 16, 60.



Vote only for your district of residence, and for one candidate only. For example, if you live in the Northwest District, vote only in the Northwest District election. Vote for a listed candidate by circling the name. Or, write in one candidate's name.

Northwest District	Northeast District
Kelly Oleson	
Write In: _____	Write In: _____
Southwest District	Southeast District
BJ Jones	
Write In: _____	Write In: _____

How to vote:

Vote By Mail:

Mail completed ballot by January 18, 2025 to:
 Lisa Davis, WHA Secretary
 P. O. Box 232
 Plain, WI 53577

Vote at the WHA Annual Meeting:

Bring completed ballot to the WHA Annual Meeting on January 25, 2025 at The Lodge at Mauston.

Vote by Email:

Scan and email the ballot to:
secretarywihereford@gmail.com

Thank you for voting!

2025 WHA Annual Mailing Payment Form

2025 Membership Dues (\$50/year)_____

2025 Annual Meeting Meal Reservation Payment

- \$35.00/ person (adult), # Meals_____
- \$12.50/ person (kids meal), # Meals_____

Please RSVP meal count & educational program to secretarywihereford@gmail.com by January 10, 2025.

RSVP for 10 am Educational Program: # Attending_____

Name:_____

Total Payment: _____

Please mail Payment Form, along with 2025 WHA Membership Form, and District Election Ballot, by January 18, 2025, to ensure that the Ballot arrives to the Secretary before the Annual Meeting on January 25, 2025.

Mailing & Payment Address:

Lisa Davis, WHA Secretary
P. O. Box 232
Plain, WI 53577

Or, please bring these items to the WHA Annual Meeting on January 25, 2025 at The Lodge at Mauston.

Or, please scan these items and email to: secretarywihereford@gmail.com. Please mail payment by January 18, 2025 to the address at left.

**** Please remember to bring your non-perishable food pantry items and/or Bake Sale/ Silent Auction items to the meeting.****

Thank you for your WHA Membership, support and participation!

Questions? Please email secretarywihereford@gmail.com or call Lisa Davis at 608-697-9633.

WHA Annual Meeting Food Pantry Collection – non-perishable items - to benefit the Community Sharing Food Pantry, Mauston, WI

At the WHA Annual Meeting there will be a food pantry collection of non-perishable items to benefit the Community Sharing Food Pantry at Mauston, WI. Canned fruits and vegetables are always of great need. Also, we can support the beef industry with prepared products such as canned beef, beef stew or soup, beef tamales, and other non-perishable prepared meal items. Please select low-sodium options for canned products if available. Please note that personal care products and cleaning supplies are needed also. The Pantry is not able to accept home baked or home canned items. Please bring your non-perishable items to the WHA Annual Meeting to help support the Community Sharing Food Pantry at Mauston!

WHA Annual Meeting – Bake Sale & Silent Auction Fundraisers

The WHA will be hosting a Bake Sale & Silent Auction Fundraisers at the Annual Meeting, January 25, 2025 at The Lodge at Mauston! Proceeds from the Bake Sale & Silent Auction will be utilized for the Wisconsin Hereford Association, and to help fund the WHA's Youth Outreach Activities. The WHA's Youth Outreach activities include: County Fair Youth Awards Program, State Fair Jackpot Steer Class, Scholarship, Female/Heifer Grant sponsorship, and Hereford Youth Foundation of America (HYFA – Wisconsin Hereford Royalty Program).

The Bake Sale will be “free-will donation” – please select your treats and provide a monetary donation on behalf of your selection. Each Silent Auction item will have “bidding” sheets available. The Silent Auction will close at the start of the WHA Annual Meeting. Silent Auction “Winners” will be announced at the end of the WHA Annual Meeting.

Everyone is welcome to bring goodies for the Bake Sale or gift items for the Silent Auction! Please bring non-perishable goodies only (no refrigeration available for bake sale treats).

At the Spring Sale Banquet on February 28, the WHA will also be continuing the great tradition of the Dessert and Gift Basket Auction to benefit Youth Outreach programs. Thanks to all for your participation and generous support of these fundraising events!

If you plan to bring treats for the Annual Meeting bake sale or gift items for the Silent Auction, please email Lisa Davis at secretarywihereford@gmail.com. Bake Sale and Silent Auction donors will be recognized in the Wisconsin Review Magazine and on the WHA Website. Thank you for supporting the WHA Annual Meeting Bake Sale and Silent Auction!